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Swiss floral greenhouse, Portland 12, Oreg.  
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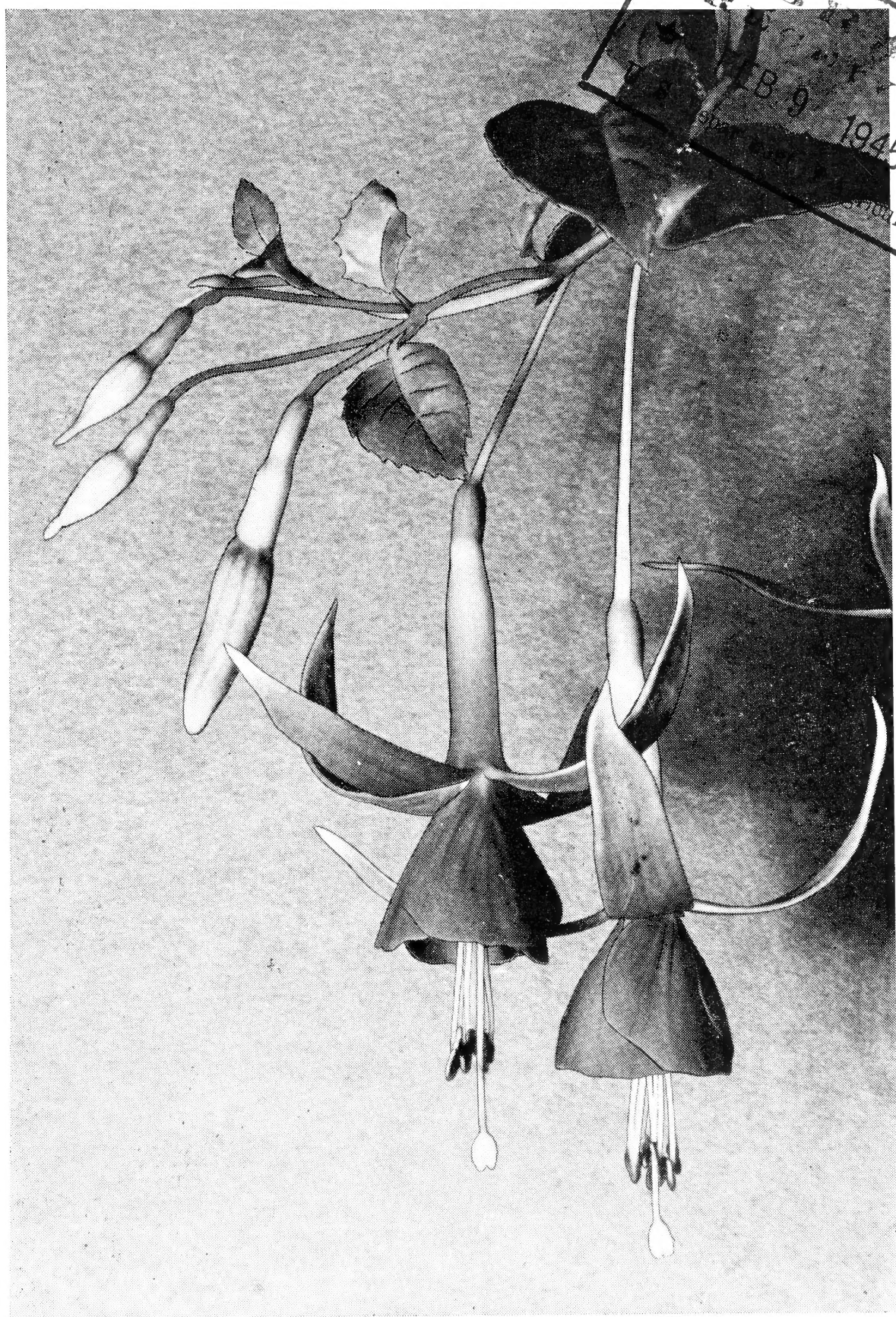
# NEW FUCHSIAS

For the **SPECIALIST** and **CONNOISSEUR**

From the Private Hybridizing Gardens of Mr. G. Niederholzer

405 Collingwood Street, San Francisco 14, California

*Distributed only through responsible dealers.*



This is "America," one of the most outstanding novelties, possessing all the desirable good qualities any fuchsia can be expected to have.

# **A Collection of 25 Finest and Most Diversified New Varieties**

**\*AMERICA**—Long thin tube and sepals rose madder on the outside, solid crimson on the inside. Single short corolla deep crimson.

**BLACK PRINCESS**—Red sepals and tube. Deep purple wide open single corolla, strong grower with masses of flowers.

**BLUE MOON**—Praised for its nearest to true blue semi double corolla. The original parent of the new line in blues.

**BOLERO**—Vary large double, well shaped dark plum purple corolla and leathery bright red calix. Very floriferous.

**\*CHARLES ABRAHAM**—So named to honor a San Francisco pioneer in fuchsia culture. A most beautiful red and purple large flower.

**CHRYSANTEA**—Very large double red and purple with extremely loose narrow petals. A beautiful oddity and good bloomer.

**\*COQUETTE**—A fine hanger, small flowers in fine form, red white and purple.

**ELECTRA**—(Azalia)—A well shaped new form, double with wide open center. Red calix, pale pink and rose veined corolla.

**FRITZ KREISLER**—A beautiful new type, single or semi double. Rhodamine purple corolla and crimson sepals.

**HEAVENLY BLUE**—A real beauty in the single and long form. Pale blue corolla, long narrow sepals pale pink, all rolled up.

**HONEY MOON**—A true sensation in blue. Semi double wide open veronica blue corolla and red sepals.

**LIEBES LEID**—(Love's Sorrow)—A near climber, pale ivory calix corolla, single or semi double in pale imperial purple.

**LUCKY STRIKE**—A great novelty hit in strikingly new coloring. Double corolla in blue, rose and pink. Pale flesh upright sepals.

**MARY C. WARE**—The most exquisite, in honor of a fuchsia lover. A double in solid pale pink, a real self, fine in form and color.

**MINUET**—Wide open funnel shape, brilliant purple single corolla and short red calix. Strong grower with masses of blooms.

**MIRACLE**—Entirely new in color and form. Long calix, almost white. Single serrated corolla is striped in pink and white.

**NEW FASCINATION**—Far superior to the old Fascination. Larger, more brilliant rose pink semi double loose corolla.

**PINK BALLOON**—Pink balloon shaped buds, very large snow white fluffy corolla. Masses of blooms in spite of great size.

**\*RICHARD DIENER**—In memory of the producer of hybrid fuchsia Aviator. A new type in red and white single; extra large sepals.

**ROSEMARYE**—Exquisite very pale purplish blue corolla, slightly irregular in form. Pale ivory tube and sepals.

**SERAPHINE**—A truly beautiful wide open single phlox pink and cyclamen purple flower, distinctly different in form and color.

**SCARLET BABY**—Most graceful single red and purple. Brilliant red perfectly curved sepals. Long stamen and pistil. Large plant.

**SUPER COLOSSAL**—Double red and purple. Exceeding most others in size and profusion of blooms. Strong upright grower.

**UTOPIA**—The largest single perfectly shaped fuchsia. Dark tyrian rose corolla, brilliant crimson rolled up sepals.

**WHITEMOST**—A sensational beauty. Perfectly white fluffy large corolla and faintly pink sepals. Extremely floriferous.



# A CHECK LIST

## Of the Most Successful New Hybrid Fuchsias Produced and Introduced up to 1944 by G. Niederholzer

*Abundance—1	E Flamenco—3	Pacifica—2
E*America—2	Forgetmenot—2	Papilio—1
Apricose—3	Frank E. Henry—1	Pepita—2
Aquarelle—2	Fritz Kreisler—1	E Peewee Rose—3
Argentinita—1		*Piedmont—2
Azalia—2 (Electra)	E Galathea—2	Pink Balloon—2
	Gladys—1	Portola—2
Ballerina—3	Golden Gate—2	Prima Donna—1
Black Princess—3	Golondrina—2	*Princesita—1
Blue Moon—2	Grotesque—2	Purísima—1
E Bolero—3		Purple Bowl—2
	Heavenly Blue—2	Purple Queen—3
*Carla—1	Honey Moon—1	
E Carmel—3		*Ramona—2
Caprice—2	La Paloma—2	Richard Diener—2
E*Charles Abraham—3	Liebesfreud—3 (Love's Joy)	Rosaly Rooney—1
Cheerful—2	E Liebesleid—3 (Love's Sorrow)	Rosemarye—1
Chrysantea—1	*Lindisima—2	
Collingwood—2	Louise—2	Saint Teresa—2
Conchilla—3	Lucky Strike—2	Scarlet Baby—3
*Coquette—1		Seraphine—2
Cora Brandt—3		Sunset—2
Curly Wurly—3		Super Colossal—3
		Super Otto—2
*Dolores—1	Maiden's Blush—2	Surprise—2
	Margarita—2	Symphony—2
Electra—2 (Azalia)	Mary C. Ware—1	
Elfin—2	Minuet—2	The Belmont—2
Escallopia—3	Miracle—1	*Twistie—2
Estrella—3	Modesty—2	E Utopia—3
Excelsior—2	Mona-Lisa—1	Violet—2
*Fandango—1	*Mrs. G. G. Henry—1	White Pearl—1
Firefly—2	Mrs. Brannin—3	Whitemost—2
	New Fascination—3	E*Wistaria—3

Varieties marked \* have been found to be practical for hanging pots. However, many others, with care and patience, may be trained as hangers.

Numbers 1, 2, 3 indicate approximate height of plants. No. 1 about 3 feet; No. 2 about 5 feet; No. 3 about 7 feet.

Varieties marked "E" have a growing character suitable to be trained as espalier plants on walls, fences or lattice work if specially pruned and well cared for while growing.

# **A Miniature Manual for Fuchsia Culture**

**By G. NIEDERHOLZER**

***Real Joy Comes to Those Who Grow Fuchsias to Perfection.  
To Succeed, "Observe and Respond" to These Suggestions:***

Secure your plants from sources that can be relied upon to furnish properly raised plants of desirable varieties, correctly named. Choose the kind that is suitable for certain conditions.

**Soil**—Is to be rich in humus, water absorbing by the addition of leaf mold, peat and organic fertilizer well mixed in. Loose subsoil is necessary to provide for drainage.

**Water**—Keep soil damp at all times and frequently give overhead shower and a fine moderately sharp spray on the underside of foliage to discourage aphids, white flies, thrips and spittle bugs.

**Air**—Should at all times contain a great deal of humidity by keeping walks and walls or fences wet. Strong wind or sharp draft is to be avoided.

**Light**—Is essential; hot and direct afternoon sunshine is to most varieties harmful. Give morning sun only, wherever possible; or sunshine filtered through trees or overhead lattice work. Dark walls or fences in a shady place should be painted a light reflecting color.

**Fertilizers**—First choice is cow manure with lots of fibrous, organic material. Second choice is any mammal or bird manure. Third choice is commercial combinations. Fourth choice would be pure chemicals if used with special care and knowledge.

**Insect Pest Control**—Persistent vigilance and frequent use of sprays to keep pests out of your garden is much more effective than trying to drive them out after occupation. Insecticides are plentiful—ask a responsible dealer.

**Care of Growing Plants**—Most varieties have brittle branches and require protection by stakes, by lattice work or by fastening to walls or fences. In order to shape plants to fit requirements or wishes eliminate all unwanted growth at any time. To extend flowering season and to improve the quality of blooms pick all flowers as soon as they have passed the prime of their life. Never let seed pods or berries grow. Hoeing near the plants is bad. A three to five inches deep mulch of some organic litter held down around the plant as far as the roots are suspected to spread and kept moist will keep the soil loose and cool in summer, also provide the best protection against frost in winter.

**Pruning**—At the season of complete or near dormancy is essential to produce new growth which in turn gives the best flowers. All vigorous branches should be cut back to one or two pairs of dormant buds. The very spindly twigs and those interfering with others are best eliminated entirely by gently breaking them off at their base. All pruning has to be controlled by the consideration of what the plant is desired to be like in the future. Parts of plants damaged by frost should be cut out entirely. Plants frozen down to the ground will produce good new plants from the roots if protected by a mulch.

**A Lattice Conservatory or Lath House**—Is the greatest boon to the fuchsia specialist. It provides the basis for the nearest imitation of the jungle atmosphere in which fuchsias feel at home. It will offer to you the chances to join the ranks of fuchsia connoisseurs who grow the best varieties to real perfection.



**Pot Culture**—As the tidal wave of interest in the new fuchsias spreads to many parts of the country where the climate is less favorable to out door growing, pot culture gains in importance. But even in the most favored Pacific Coast regions potted plants are highly treasured for periodical display on porches, verandas, on steps leading to home entrances and even for limited times indoors on special occasions. Plants in ordinary unglazed pots need watering every day. Glazed pots will hold moisture better. In either case extra rich soil and more feeding in liquid form during the flowering season is needed. This is especially important for hanging pot plants.

**Plants for Full Sunshine All Day Long**—Are not any too many. Since the intensity of sunshine varies so much in even close vicinity no attempt is advisable for positive statements; however, it will be useful to consider that small single varieties in darker colors will do best. Next would come single red flowers like Marinka or Firefly, also Flame, Peewee Rose and Conchilla. Some fine old ones would be Schiller, NonPareil, any of the Triphylla Hybrids and most species. Of the new varieties the beautiful Scarlet Baby seems to be supreme for full sunshine.

**The Use of Fuchsias for their Decorative Value** in making corsages, table decorations and other flower arrangements is remarkably progressing. To increase the keeping qualities use only flowers that have not fully reached their prime of life; i. e. before the pollen is ripe (or dusty). Pick them (blooms only and no leaves) early in the morning before the sun has struck them, after you have thoroughly watered the plants the previous night. Keep them cool and wet all the time until used. Tie them in clusters for best effect. A fine cold spray on the finished arrangement is very beneficial, while little moisture seems to be absorbed through the stems of the flowers.

**The Annual Issue of New Productions** is selected with great care, after long observation of trial plants. Reports as to their behavior in other localities are invited.

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### **"FUCHSIAS by G. Niederholzer"**

A rather comprehensive book, with fine photographs by F. G. Grosshans, will go to print as soon as war time conditions will permit.

. . . Applications for copies are now acceptable.

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## **—≡≡≡ DISTRIBUTOR ≡≡≡—**

### **SWISS FLORAL GREENHOUSE**

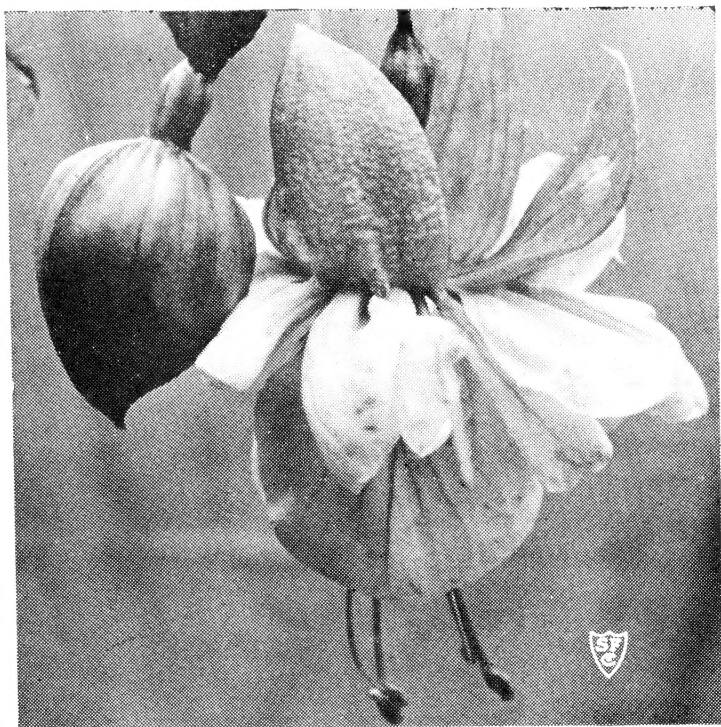
**1920 N. E. SEVENTH AVE.**

**PORTLAND 12, OREGON**

**Growers of many of the Listed Sorts tried out in the  
Oregon Climate.**

We aim to serve the fanciers in this region with the best to be had in Fuchsias today. • War time restrictions limit our service largely to local trade, much to our regret.—J. G. Bacher.





THIS IS

## "PINK BALLOON"

A VARIETY  
NO FUCHSIA LOVER CAN  
AFFORD TO BE WITHOUT—  
BECAUSE OF ITS  
THROUGHOUT  
SUPERIOR  
QUALITIES



This is "WHITEMOST," the outstanding success in the surprisingly beautiful new line of "near white fuchsias." Strong plant, fine foliage, most prolific in blooms.

